

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 EA-07 IO-13 ISO-00 STRE-00 AGRE-00

CEA-01 CIAE-00 COME-00 DODE-00 FRB-03 H-01 INR-07

INT-05 L-03 LAB-04 NSAE-00 NSC-05 PA-01 AID-05

SS-15 STR-04 ITC-01 TRSE-00 USIA-06 PRS-01 SP-02

FEAE-00 OMB-01 AF-10 ARA-06 NEA-10 /132 W

-----141551Z 072431 /44

P R 141515Z APR 77

FM USMISSION GENEVA

TO SECSTATE WASHDC PRIORITY 6561

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

USMISSION EC BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY THE HAGUE

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY TOKYO

LIMITED OFFICIAL USE GENEVA 2757

PASS STR FOR MIKE SMITH

E.O. 11652: N/A

TAGS: ETRD, GATT, UK

SUBJ: MFA RENEWAL: U.S. FIRM PLACES ADVERTISEMENT IN
BRITISH NEWSPAPER

REF: LONDON 05963

1. BURLINGTON'S ADVERTISEMENT WHICH, WE ARE INFORMED,
ALSO APPEARED SIMULTANEOUSLY IN SEVERAL U.S. NEWSPAPERS, WAS,
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IN THOSE CASES, OBVIOUSLY AIMED AT USG EXECUTIVE BRANCH.
PLACEMENT IN FINANCIAL TIMES, HOWEVER, PROBABLY HAD
ENTIRELY DIFFERENT MOTIVATION.

2. AS VIEWED BY GENEVA TEXTILE OBSERVERS, APPEARANCE
AD IN BRITISH PRESS REFLECTS MUTUALITY INTEREST AND OB-
JECTIVES BETWEEN PROTECTIONIST ELEMENTS IN U.S. AND

BRITISH TEXTILE INDUSTRIES. ADVERTISEMENT IS REGARDED
HERE AS: A) TRANSPARENT EFFORT TO BUTTRESS UK INDUSTRY'S
DEMANDS ON HMG FOR ADDITIONAL PROTECTION THROUGH MFA
AMENDMENT; AND, B) SOW DOUBT THAT PRESENT USG POLICY ON
MFA RENEWAL IS FIRM; I.E., ANOTHER STEP IN U.S. INDUS-
TRY'S CONTINUING EFFORT IN THIS DIRECTION.

3. ZALARMIST ONEZ (PARA 2 REFTTEL) BACKED BY CITATION
10.4 PERCENT AND 17 PERCENT IMPORT PENETRATION RATIOS
CERTAIN BE HIGHLY USEFUL TO UK AND OTHER EC TEXTILE
PROTECTIONISTS ESPECIALLY WHEN RELATED TO SUBSTANTIALLY
HIGHER PENETRATION RATIOS CURRENTLY EXPERIENCED IN UK
AND OTHER EC MARKETS. AS RESULT, WE MAY EXPECT UK
POSITION IN EC DELIBERATIONS ON MFA EXTENSION MANDATE
TO BE REINFORCED TO SOME DEGREE.

4. AS SIDELIGHT, UK MISSION OFFICER PHONED U.S. REP
TO CALL ATTENTION TO FT ADVERTISEMENT AND TO NOTE
(WITH OBVIOUS AMUSEMENT) THAT "CLEARLY U.S. INDUSTRY
HAD LOST FAITH IN USG AND HAD NOW APPEALED TO HMG TO
DEFEND ITS INTERESTS." SORENSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, BUSINESS FIRMS, NEWSPAPERS
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977GENEVA02757
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770129-1130
Format: TEL
From: GENEVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770458/aaaabykm.tel
Line Count: 83
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Litigation History:
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Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 77 LONDON 5963
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2809897
Secure: OPEN
Status: NATIVE
Subject: MFA RENEWAL: U.S. FIRM PLACES ADVERTISEMENT IN BRITISH NEWSPAPER
TAGS: ETRD, UK, US, GATT, BURLINGTON
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/9b2db2a5-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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